LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. III SEPTEMBER NO. 11

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SALESGIRL'S LAMENT

by John T. Hopkins

The days are getting shorter
And the evening comes too soon.
I've hardly started on my work
And now it's almost noon.

The buyer's breathing down my neck
To make my quota—plus.
The buyer is a kindly man
But I wish he wouldn't fuss.

The customers are all so nice
They wait most patiently.
Yet an hour ago I served the first
And now there's forty-three.

But the only thing that worries me
And would really make me sob
Is customers without the cash
And me without a job.

IN THE CARTOON, Page 15.

1. Stanley McIntyre, Printer
2. Angelina Madalena, Merchandise Secretary
3. Kathleen McGovern, Credit Office

DAHLIA FANCIER

On the back cover is *Carl Meyer*, Accounting Office, pictured with a dozen varieties of the flowers which are his hobby. He is President of the Rochester Dahlia Society and showed many blooms at the eleventh annual flower show held at the Rochester Museum on Sept. 10.

Other McCurdyites associated with Mr. Meyer in the Dahlia Society are *Arthur (Curley) Battams*, Carpenter Shop, *Guy Bogard*, Downstairs Shoe Buyer, and *Mildred Peters*, Payroll.

Good Salesmanship Pays

Good salesmanship won crisp five-dollar bills for four salespeople in the Cosmetics Department. *Joan Reilly, Dorothy Streb, Ann Pennica* and *Bessie Barbour* were each approached by a "Mystery Shopper" who wished to purchase LILT, Proctor and Gamble's new home permanent. So convincing were their responses to her questions about the product that each won five dollars!

TOMS RIVER, N. J.
Box 231, Aug. 17th '50
McCurdy & Co.
Gentlemen,

I wish to thank you for my profit sharing check which I received this week.

I am more than grateful for your splendid plan, which makes this possible. It will be of great benefit to me.

Sincerely,
Beatrice E. Seavey

Circle M Corral Cheers Dale Evans

On the front cover, decked out in Roy Rogers and Dale Evans cowboy and cowgirl outfits, are the children of *James Bless,* Boys' Wear Buyer, and top-hand of McCurdy's Circle M Corral.

Stephen, 7, wearing the official Roy Rogers outfit, and Evelyn, 5, in official Dale Evans attire, are looking over the plaque sent with a huge bank of flowers from the 2,012 boys and girls of McCurdy's Circle M Club to Dale Evans and her husband, Roy Rogers, to congratulate them on the birth of their baby girl, Robin, in Los Angeles August 26.

Above is Dale Evans as she received the tribute. She thanked the boys and girls in a personal letter, which she signed off with a cheery "Keep Smilin'."

The Circle M Corral in the Third Floor Boys' Shop of McCurdy's is Rochester headquarters for authentic Roy Rogers and Dale Evans suits and equipment from sombreros to riding boots. More than 2,000 kiddies have become members of the Club by frequenting the Corral to obtain paraphernalia and pictures of their favorite Western hero and heroine, and for other events.

Your Future Needs Your Help Today

by TED PATRICK

Editor of HOLIDAY *Magazine*

The most insistent sound in the world today comes not from the halls of government, not from the meeting rooms of diplomats, but from the hearts of the people, of the people of every country, of the people of all the world. This sound is a swelling voice asking, urging, demanding that we do not abandon the United Nations but strengthen it and make it the instrument by which nations may live together in peace and march together toward a better, healthier, safer future.

The attainment of lasting peace is, of course, the predominant goal of the United Nations. This goal is still far beyond the horizon, and the road to it is long, hard and hazardous. Long, hard and hazardous, but not hopeless. Nobody can say at this time whether or not the United Nations will achieve this goal. But it does seem that it is our only hope today, and as such that it deserves the fervent support of us all.

And while it has not yet succeeded in this field where all else has failed, it has brought to many other fields great accomplishments of united action.

The world, all the world, is a better place for children because of the United Nations. The forests of the world are being less wasted, and the soil of the world made much richer because of the United Nations. The hunger of the world is being lessened, its food made more plentiful, because of the United Nations. Diseases that have destroyed peoples since the beginning of history are being brought under control by the United Nations. Understanding and enlightenment are marching forward with education under the banner of the United Nations. These are no small accomplishments for an organization that is only five years old this year.

Let not the defeats within the conference rooms, with all their drama and headlines blind us to the good that the United Nations has brought to the world and to the desirability of keeping both the organization and the good intact. We citizens of the United States should be particularly proud of the United Nations and particularly support it. We showed the way in the principle of union. We led the world in bringing together people of different interests and different places for the good of all. America brought to practical realization the phrase and the idea, "In Union there is Strength" and we have fought for it, fought for it hard. Let us now lead the way in the principle, "In Union there is Strength; in UN there is hope!"

We *must* support the United Nations —today's best hope for peace.

Observe United Nations Week, October 16-24

McCURDYITES GO INTO SERVICE

Salvatore Cappabianca, who has been at McCurdy's since June, 1946, in the Receiving Room and Housewares, enlisted in the Air Corps.

Mitchell Lazore, in the Receiving Room since November, 1948, is now back in the Navy. He had been in the Naval Reserve.

A. C. (Chuck) Mantelli, has enlisted in the Air Corps. He reports Oct. 12 to the air base at San Antonio, Texas. Chuck has taken McCurdy's advertising pictures for the past two and one-half years, and has been staff photographer of LIFE AT McCURDY'S since the July, 1950, issue.

Charles Powers, Furniture and Major Appliances, who came to McCurdy's in March, 1948, is in the Navy. He was on active duty four years in World War 2, and has been in the Navy Reserve eight years. He is a Chief Petty Officer.

Mr. McCurdy Re-elected to State Retail Board

Mr. Gilbert J. C. McCurdy, president of McCurdy and Company, was re-elected to the board of directors of the New York State Council of Retail merchants. The announcement came out of the annual meeting of the Council at Bolton Landing, the end of September.

SMALL WORLD

Arthur "Curley" Battams, Carpenter Shop, on his vacation in August with his wife, stepped out of a boat after some good fishing in Sharbot Lake, 55 miles north of Kingston, Ont. Getting into another boat, same lake, same day, same pursuit of happiness, was *James S. Hunt* vacationing from the same McCurdy's. "World is small," said Mr. Hunt.

Mrs. Lea Byington, Handbags, also went to Canada for her vacation. Walking down the Main Street of Montreal whom should she espy but *Estelle Hamburger,* fashion advisor to McCurdy's.

D. DENSE APPOINTED TO NATIONAL OFFICE

Donald V. Dense, Asst. Controller, has been appointed chairman of publicity of the National Office Management Association.

The Association was organized in 1919. Its main goals are to promote better management in the office by encouraging standardization, to adopt scientific methods, interpret the needs of commerce and industry to institutions offering business courses, and to bring about a closer fraternal relation among those interested in the problems of office organization and management.

HOME PLANNING CENTER IS AWARDED CITATION

by Marguerite Booth

McCurdy and Company has been cited again, this time by Better Homes & Gardens magazine, with a "Community Service Award" for participation in the Home Planning Service program begun in 1945.

It all happened in New York on a very busy day crammed with conferences and round table discussion groups. But the real highlight was a luncheon given by the Meredith Publishing Co. at Grand Central Palace. There were perhaps 500 guests, retailers, manufacturers and staff members from Home Planning Centers all over the country.

There are 62 such centers in retail stores, operating in cooperation with Better Homes & Gardens, and 20 of these had been selected to receive the Citation.

It was an impressive affair. Top management had come from Des Moines, Iowa, and Mr. Ed Meredith made the presentation. It was my good fortune to be on hand to receive for McCurdy's the plaque which will hang on the wall of our Home Planning and Interior Decorating Dept.

McCurdy and Company was one of the first stores to combine these two departments, and it was interesting to learn that the example has been followed by many of the 62 stores.

The day ended with a dinner given by Better Homes & Gardens at the Waldorf for the members of the Home Planning family. Vaughn Monroe added much to the entertainment.

The girls of the Accounting Office got together in the Clintonnaire Sept. 5 for a luncheon honoring *Dorothy Fisher* on her 25th wedding anniversary and *Mildred Proctor,* transferred from Audit to the Credit Office.

Seated at the festive board, from front to back on the left are: Kay Boynton, Marcella Cavalier, Lillian Lyons, Lillian Brown, Rose DeCarne, Charlotte Liederman, Helen Fitzgerald, Vicky Mangeri, and Mary Kubick.

From front to back on the right can be seen: Kay Latucca, Loretta Kassman, Alice Monks, Mildred Proctor, Dorothy Fisher, Jane Harvie, Gertrude Prentice, Clarice Williamson, Cordelia Heffron, and Peggy McDonald.

FASHION PARADE

Fall fashions from McCurdy's went on parade on the stage of the Eastman Theater the night of Friday, Sept. 22.

McCurdy's cooperated with Projansky's and McFarlin's in producing a program of "Fall Fashions Set to Music," with music furnished by the Rochester Civic Orchestra.

The program is sponsored annually by the Women's Committee, Rochester Civic Music Association, for the benefit of the Orchestral Pension Fund. The Junior League furnished such models as Mrs. Sven Rolfsen and Mrs. Daniel G. Kennedy, shown here left and right.

McCurdy Men Bowlers

ADMINISTRATIVE: Front, Bob Leonard. Lou Halowach, Capt., George Dawson substituting for Jim Hunt, and Lee Somers. George Suitt was absent.

OFFICE: Front, Don Dense, Kaleel Hadeed. Back, Norrie Fiske, John Hopkins, Tony Bonaldi, Capt.

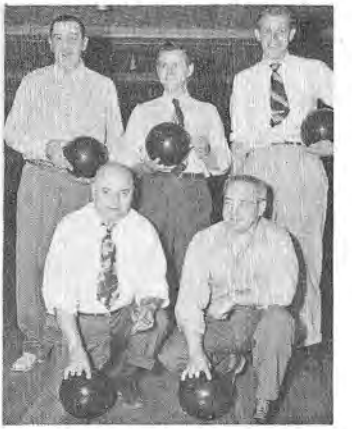
RUGS: Front, Don Brown, Capt., Tony Morelli. Back, Ralph Zury, Bill Roelse, Dick Brandofino.

RECEIVING: Bob Gallup, Joe DeMariano, Capt., Carl Schafer. Absent were Howard Fitzgerald and Leo Schultheis

McCurdy's Men's Bowling League got off to a good start on Wednesday, September 12, at Elm Bowling Hall. The bowlers having had three successful seasons, expect this one to be even more so. The League is bowling the early shift this year, and everyone is invited to drop down any Wednesday night at 7:30 and root for their favorites.

Start Fourth Season

DISPLAY: Front, Bill Connolly, Len Cieslinski, Capt. Back, Charles Ellis, Myles Yearden, Bill Bippes.



FLOOR Men: Front, Jack Morse, Capt., Lee Tuttle. Back, Ken Thompson, Otto Roettger, and Jack Carey who subbed for Vic Lang.

SERVICE: Front, Tommy LoDato, Joe Matrichisa. Back, John Kewley, Carl Rais, Capt., and Don Lutz.

FOOD SERVICE: Ed Marks, Capt. in front. Bob Hillman, Carl Hoffman, Andy Anthony. Steve Calek was absent.

The pictures on these two pages show the Department teams as each was represented on the opening night.

The Ladies' Bowling League, reorganized along new lines to include former McCurdyites, started their season also on the night of September 12. Pictures of their team members will appear in another issue of LIFE at McCURDY'S.

Trot-Abouts Ride Into Autumn

by Vera MacDonald

Penny Brisson, Second Floor Will Call, looks happy on her mount, Polly. This picture was taken last spring at Griffith Farms. Penny was doing very well in her riding when her pal, *Betty Van Straeder* (Accounting), was taken ill, and Penny and Betty were absent from classes all summer. We hope now that Betty is back at work they will resume their riding.

We have a new rider of considerable experience in *Veryl Blakesly,* Beauty Studio. Veryl took a ride one Monday to warm up and warm up she did! The Trotters didn't see her around for a week. Nevertheless, when she did appear she had bought a new riding outfit in black and white.

Mrs. Joan Briggs, Second Floor Dresses, is the former Joan Churchill who was very active in showing beautiful gaited horses in our local shows. We are proud to have Joan in McCurdy's Trot-abouts.

The parties have started for the fall season and the Trotters attended a few at Pine Tree and were invited to a ride and clambake Sunday, Sept. 24.

June Small, Furs, attended a Spur Club dinner where movies were shown of Spur Club horse shows of this and previous years. June thinks she will enjoy the horses and is an enthusiastic beginner.

Alice Brown, Gloves, took a lesson on Eagle. It is difficult to tell if she likes it at this point, but she thinks she will continue this fall, and we who ride are sure if she sticks she will enjoy it as much as we do.

"We Need You . . . and You Need Us"—the E. M. B. A.

Soon the E.M.B.A. will extend an invitation to all McCurdy people to join the E.M.B.A. family. It is felt by the officers that a strong, active E.M.B.A. contributes greatly to the well-being and happiness of each McCurdyite through its many and varied activities.

During the Year Past the E. M. B. A.

Paid an average of $8.00 per employee to those members who were sick or incapacitated.

Sponsored 3 successful party dances throughout the social year for members and friends.

Sent bouquets of flowers to those who were sick, those who were grieved, and to the retired.

Furnished the entertainment at annual Profit-sharing Dinner given employees by the Store.

Furnished clothing and other necessities to those retired members in need of such aid.

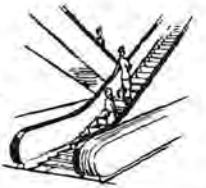
Aided in the arrangements necessary for the success of the Storewide picnic at Willow Point Park.

Called upon and presented Christmas gifts to the sick and needy, giving them joy for the season.

Provided a full course chicken dinner to all E.M.B.A. members attending yearly dinner meeting.

Between October 24 and October 27, representatives of the E.M.B.A. will contact every McCurdy employee who is not presently a member of the organization. Dues are 50 cents per month and can be handled through payroll deduction.

A Strong E.M.B.A. Makes A Strong McCurdy's

Up and Down  the Escalator

TEAROOM TID-BITS
by Mary Mahan

Mrs. Lorraine Martin, Cashier, has been welcomed back to the Tearoom. She had been out for three months following a serious operation.

Miss Edith Moore, Tearoom Dietitian, was married Aug. 26, and is now Edith Shipper. Bride and groom are making their home on Clay Ave.

Mr. and Mrs. Andrew Anthony, Main Floor Snack Bar, made a Honeymoon of their vacation.

Edwin Marks enjoyed a trip through the mountains on his vacation.

MANY THANKS

Fern Elliott, Buyer of Handbags and Jewelry, has returned after an illness that kept her from the Store for two and one-half months. Through LIFE at McCURDY'S she wishes to thank her many friends at McCurdy's who cheered her with their messages and other expressions of kindness.

WEDDING BELLS
by Mary Wordingham

It was a pleasant surprise to her McCurdy friends when *Florence Embling* returned from her vacation wearing a wedding band. August 12th was the date that she and Edward Klein set for the quiet ceremony in St. Augustine's Church. Correspondents Ruth McGeary and Evelyn Nordahl report congratulations from the whole Third Floor.

SECOND STORIES
by Angie Madalena

Mrs. Bertha Lapp of Better Dresses would like to thank her many friends of McCurdy's and the EMBA for being so thoughtful during her recent illness.

Mrs. Margaret Tillman, formerly of Bridal, now in Sportswear, is back after a siege of pneumonia. She wishes to express her gratitude to McCurdyites and the EMBA for the lovely cards, messages and flowers received.

Mrs. Julia Holden of Better Coats has been welcomed back after a sick leave of absence.

Mrs. Ida Leonardi of Junior Fashions is spending her vacation in California.

Mrs. Mamie Indovina, Budget Coat Dept., is recuperating from an accident.

Mrs. Mary E. Patterson, formerly of Toddlers' Dept., Third Floor, has been welcomed to Budget Dresses.

ALTERATIONS NEWS
by Carol Margeson

Mrs. Alice Reed is recovering from a recent operation in Strong Memorial Hospital.

Mrs. Ellen Robinson went to Canada on her vacation.

NEW BUYER

The new face which made its appearance in McCurdy's Downstairs Store Sept. 1, is that of *Paul Trieb.* He became Buyer of Downstairs Men's Wear on that date.

A FEW WORDS from THIRD

by Ruth McGeary

Betty McCrossen of Children's Underwear was married to Walter Werther on Sept. 22. Walter having been called into the Army, the wedding was held earlier than previously planned.

Our own Floorman, *Victor Lang,* is in St. Mary's Hospital. "Pop" is missed very much by all.

Mary Patterson, Children's Dept., is leaving us after many years of faithfull selling to work in Budget Dresses on the Second Floor. Her old friends wish Pat the best of luck.

* * *

ANOTHER WORD from THIRD

by Evelyn Nordahl

The Corset Department has two new grandmothers. *Mrs. Mabel Boylin* and *Mrs. Hester Christiansen* both have brand new granddaughters.

We're hoping the mother of *Madeleine Baker,* Robes, is well on the way to recovery after her operation by the time this note is printed.

Mrs. Gladys Lucas, Lingerie, has been out ill.

Mrs. Lulu Holtby spent two weeks at Canandaigua Lake for her vacation.

Wedding Bells will ring the end of September for *Charles Wiles* of Sewing Machines.

We all miss *Vic Lang,* Floorman, who hasn't been feeling well recently and is now spending some time in the hospital for observation and rest.

Ceil Ihrig liked Saratoga so well last year that she made a return visit for this year's vacation. This time the Ihrigs made the trip in their brand new Ford.

Marion Irene Lloyd, Buyers' Secretary, on Sept. 4 became the bride of Herbert Elmer Wait, Jr. They were married in Ridgeland Community Church and given a reception at Rupert Gray's.

Marion won the title and was crowned May Queen of McCurdy's this year.

CREDIT OFFICE NEWS

by John T. Hopkins

Miss Janice Wells was married on Sept. 9. She is now Janice Plank.

Mrs. Jessie Rice's daughter was married Aug. 26.

Betty Corkish is back on the job again, ably assisted by *Lillian Hamm* and *Marilyn Polimeni,* newcomers to the cashier's cage.

Mrs. Mildred Proctor has switched jobs, now heads the Posting Division.

People are speculating on the possibility that *Vi Bancroft* will do some hunting for deer this Fall.

Gossip has it that three more girls will be married before the end of 1950.

FIFTH FLOOR NEWS
by Elsie Heinkel

Bob Bowles of the Lamp Dept., is leaving us. Good luck on his new venture.

A speedy recovery to *Mrs. Raye Lipshutz* of the Lamp Dept., who recently was hospitalized.

TOP FLIGHT YARNS
by Mary Duignan

The first one to leave the Receiving Room for the Service was *Mike Lazore.* He was presented a gift, and at noon a buffet luncheon was served by the Gang.

Ruth Wickens has left our office for a new job.

Johnnie Villneuve has been transferred to Receiving from the Platform. He has been assigned to *Mike Lazore's* place in Houseware Section.

We welcome two newcomers: *Agnes Ricotta,* who is helping out in Ready-to-Wear, and *Ed Prevost* working in our Candy Stockroom.

WAREHOUSE FLASHES
by Hy Stoller

Tony Morelli, manager of the Mascaris' softball team, has brought his boys into the finals for the City Championship. If they become the champs they will travel to New Jersey for the elimination there for the World Championship.

Anyone interested in doing some good bass fishing? (Guaranteed!) I am informed that *Ralph Zury* knows just the spot. It's on Black Lake near Hammond, N. Y. It's an ideal spot for the family vacationer. If you're interested contact Ralph Zury at the Warehouse.

Happy Birthday!

SEPTEMBER

Ethel Cady, Sportswear 1
Martha Lawrence, Downst. Lingerie Buyer 1
Mary Creedon, Alterations 2
Clark Grace, Fabrics 2
Helen Higbie, Book Buyer 2
Beatrice Foreman, Blouses 4
Charles Hiscock, Radio Buyer 4
Norma Kent, Children's Wear 4
Daniel Massett, Downst. Boys' Wear Buyer 4
Mildred Nicastle, Stationery 5
Otto Roettger, Fur Storage Manager 6
Ruth Herr, Furs 7
Joyce Smith, Gifts 7
Anna Coyle, Linens 9
Howard Fitzgerald, Traffic Manager 9
Mary Hoag, Receiving Room 10
Tim Hanley, Major Appliances Buyer 11
William Bippes, Display 12
Betty McCrossen, Children's Underwear .. 12
Sue Ruesch, Coats 13
Margaret Franklin, Men's Shop 14
Shirley Stone, Merchandise Clerical 14
Rose Heckler, Dress Buyer 14
Lillian Suhalla, Tearoom 15
Ida Williams, Housewares 15
Charles Meier, Floorman 16
Lorraine Martin, Tearoom 17
Eugene Williams, Fur Storage 17
Millie Arbeiter, Casual Dresses 18
Rita Dowling, Dinnerware 18
Bernice Mintrum, Leather Goods 18
Anthony Morelli, Warehouse 18
Louise Hebing, Alterations 19
Lea Byington, Leather Goods 21
Elizabeth Grant, Receiving Room 21
Louis Schwartz, Merchandise Manager ... 21
Alice Sheehan, Costume Jewelry 21
Arthur Cimino, Shoe Repair 22
Delia Murphy, Tearoom 22
Charles Guinta, Alterations 23
Walter Schichler, Fur Storage 24
Margaret Zeppetella, Receiving Room 24
Wm. J. McLaughlin, Sales Promotion Mgr. 25
Kenneth Thompson, Engineer 25
Edith Jennery, Foundations 26
Joyce Ameele, Tearoom 27
Anna Lathron, Desk 27
Raymond Vroman, Day Porter 28
Jane Hibbard, Coats 30
Agnes McCarthy, Dresses 30
Albert Sciarratta, Shoe Repair 30

Some of the people...